massachusetts college of art bulletin

November 4 - 8, 1974

Monday, November 4

Exhibition: Continuing: Work by young woman at Lindeman Mental Health Center, coordinated by Marsha Green, Art Education major. Overland Gallery, through November 9.

Student Works for Realism Exhibition due today. Longwood, B-3.

Senior Staff Meeting. President's Conference Room, 10:00 A.M.

College Council Meeting. President's Conference Room, 4:00

Tuesday, November 5

Critical Studies Area Heads Meeting. Faculty Dining Room, 12:00 noon.

Critical Studies Division Faculty Meeting. Longwood, B-5, 2:30 P.M.

Wednesday, November 6

Material for MCA Bulletin due today. Mr. Butler's mailbox, by 3:00 P.M.

Faculty Advancement and Welfare Committee Meeting. President's Conference Room, 4:30-6:00 P.M.

Opening Reception: Realism Exhibition. Longwood Gallery, 5:00-7:00 P.M.

International Folk Dancing Class. Longwood, C-4, C-6, 8:00 P.M.

Thursday, November 7

Three Films on Health, sponsored by the MCA Health Services and the Women's Committee: Hope Is Not a Method, Taking Our Bodies Back, and V.D. Every Thirty Seconds. To be introduced by MCA Nurse, Shirley McCutcheon. All students, faculty and general public urged to attend! Three showings for your convenience. Auditorium, Longwood, 10:00-11:00AM, 12:45-1:45 P.M., and 3:30-4:30 P.M.

(Thursday Continued) WEB, Inc., Meeting. Longwood B-5, 7:30 P.M.

MCA Film Series: Forbidden Games (Rene Clements); and Shoot the Piano Player and a short, Les Mistons (both by Francois Truffant). Auditorium, Longwood, 8:00 P.M.

Friday, November 8 Department of Art Education Friday Discussion Series: Speaker, Dr. Neil Jorgenson, Art and Science in the Integrated Curriculum -- A Study in Our Own Environment. B-6, 12:30-1:30 P.M.

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A note from Harris Barron:

"The opera presentation (La Boheme) was a large success all around. Near-full houses on all four play dates seemed in high spirits. Reciprocal benefits from the NECOG residency were significant in many areas -- as a learning vehicle and as a chance for the college to attract a different (and sizeable) audience."

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The W. H. Nichols Company, Waltham, Massachusetts, has announced a new corporate identity program, and the adoption of a new logo, designed by Lew Fifield of AMPERSAND/Graphic Communicators of Boston, Massachusetts. The logo is an abstract representation of the diverse Nichols product lines, as well as an expression of the company's progressive management philosophy.

Derived from characteristics of the Nichols products, the new logo design is based on a geometric description of a gear tooth form, a gerotor tooth form, and a sine wave which depicts electrical energy. The two-piece construction of the symbol also suggests the dies used in a powder metal press, and the design's square mass and brown color are easily identified with the machine tool industry.

"We feel that this new logo is right for the kind of company we are today," says company President W. H. Nichols, Jr., "and that its attractive simplicity will be a source of pride wherever it appears."

AMPERSAND/Graphic Communicators is a design group established in Boston in 1966 by Lew Fifield, a member of the Design faculty at MCA. The firm is concerned with the entire process of management design, with experience in developing corporate identity, communications and advertising programs for a wide range of clients in the New England area.

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Exhibiting at the art gallery of Chamberlayne Junior College, Calvin Burnett is currently showing eighteen paintings from a group he completed during the past summer.

He has just completed thirty full-color illustrations for Houghton Mifflin"s Durr reading series to be released in 1975.

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Traveling:
John Grepp attended the all-day Fall Conference of the New England Region of the Society for Photographic Education, held at Southeastern Massachusetts University, October 19.

Ten members of the Critical Studies Division faculty, led by Chairperson Kathryn Coghlan, visited Northern Essex Community College, Haverhill, and North Shore Community College, Beverly, on Thursday, October 24. Warmly welcomed at both institutions, they learned at first hand details of entrance requirements, curricula and standards to facilitate the transition of their graduates into Mass Art.

John Butler attended the October 12 sessions of the twenty-third annual convention of the New England Theatre Conference. The goal of NETC is "to develop, expand and assist theatre activity on the community, educational and professional levels". The University of New Hampshire Drama Department hosted the meetings. The convention address at the NETC Annual Awards Luncheon was delivered by Elliot Norton, who received the major Annual Award "for outstanding creative achievement in the American Theatre." Other awards went to Brooks Atkinson, Zelda Fichandler, Louis Sheaffer, Tony Montanaro (Celebration Mime Theatre), Gerald Roberts (Chateau de Ville productions), and George White (National Theatre of the Deaf).

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A reminder from Dean Kaplan:

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